

Capitalising on India's growing regional tourism

Sarovar Hotels: Expanding Leadership in India's Mid-Market Hospitality

Sarovar Hotels continues to strengthen its position as a leader in the mid-market and budget hospitality segments by leveraging its pioneering presence in Tier II, III, and IV cities. In 2024, the brand achieved a significant milestone, opening 27 hotels and signing 42 new properties within a single year—an impressive testament to its ambitious expansion strategy. By curating unique guest experiences infused with local culture, such as the Ganga Aarti in Haridwar and beach picnics in Poovar, Sarovar caters to the growing demand for experiential travel, particularly among millennial and Gen Z travelers. Additionally, its embrace of cutting-edge technology—ranging from AI-driven guest feedback systems and Central Reservation System (CRS) integrations to IoT-enabled operational efficiencies—ensures exceptional, personalized service.

Strategic Expansion in Emerging Markets

Sarovar's growth strategy aligns seamlessly with India's regional tourism development and economic goals. As a first mover in emerging destinations, the brand has successfully established properties in cities such as Bhimtal, Dindi, and Deoghar, playing a pivotal role in boosting local tourism and infrastructure. Committed to community-driven development, Sarovar sources 35% of its workforce locally, fostering talent while driving regional economic growth. Sustainability is a core priority, with initiatives designed to integrate eco-friendly practices and smart technology across its properties, ensuring an enhanced, future-ready travel experience.

Innovating for Guest Experience and Operational Excellence

At the heart of Sarovar's hospitality approach lies continuous innovation. Sustainability initiatives, including EV charging stations, solar energy adoption, and zero-waste discharge goals, reflect its commitment to responsible tourism. Guest experiences are further elevated through personalized offerings, such as destination-specific turndown services and curated regional buffets that celebrate local flavors. Advanced technology, including AI-powered post-

checkout engagement and IoT-driven performance monitoring, enhances both operational efficiency and guest satisfaction.

Opportunities and Challenges in a Growing Market

With India's domestic travel sector on a steady rise and demand increasing for offbeat, experience-driven stays, Sarovar is well-positioned to capitalize on emerging trends. Its strategic focus on midscale and upscale segments, combined with a strong technological foundation, ensures a competitive edge. While economic uncertainties present challenges, Sarovar remains committed to service excellence, sustainability, and operational resilience. With its robust presence in the domestic market and forward-thinking initiatives, the brand continues to play a key role in shaping India's tourism landscape and reinforcing its status as a global travel hub.